

Message Text

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TAGS: OOEXC/JA
SUBJECT: INTERNATIONAL SPORTS: AMERICAN FOOTBALL IN JAPAN

SUMMARY: CU/IAP ASSISTANCE REQUESTED IN OBTAINING NCAA
APPROVAL FOR OUT-OF-SEASON GAMES IN JAPAN IN JANUARY 1976
BY OKLAHOMA AND USC FOOTBALL TEAMS END SUMMARY.

1. KAPAN CABLE TELEVISION (JCTV), IN COOPERATION WITH ASAHI
SHIMBUN AND NET-TV, WISHES SPONSOR AS AMERICAN BICENTENNIAL
EVENT EXHIBITION GAMES IN JAPAN IN JANUARY 1976 BETWEEN
FOOTBALL TEAMS OF OKLAHOMA AND UNIV SOUTHERN CALIFORNIA
THEY HOPE FOR ONE GAME JANUARY 18 IN TOKYO AND, IF POSSIBLE,
SECOND GAME JANUARY 25 IN OSAKA. JCTV AND OTHER JAPANESE
SPONSORS WOULD PAY ALL COSTS.

2. JCTV HAS WRITTEN COACHES OF BOTH TEAMS, WHO HAVE AGREED
IN PRINCIPLE. MAJOR REMAINING PROBLEM IS APPROVAL BY U.S.
NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA) OF OUT-
OF-SEASON GAMES. AMERICAN FOOTBALL ASSOCIATION OF JAPAN
HAS WRITTEN NCAA ASKING FOR AGREEMENT, BUT AS OF MARCH
19 NO ANSWER HAS BEEN RECEIVED. IN ORDER FINALIZE STADIUM
ARRANGEMENTS, ETC., JCTV IS EAGER FOR EARLY REPLY.

3. EMBASSY WOULD APPRECIATE GREATLY IF CU/IAP COULD
CONTACT NCAA TO ASCERTAIN WHAT PROGRESS BEING MADE WITH
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JAPANESE REQUEST. PLEASE KEEP EA/J INFORMED. AMBASSADOR

LEAVING FOR U.S. MARCH 21 AND WISHES KEEP ABREAST OF
DEVELOPMENTS

4. AMERICAN-STYLE FOOTBALL ENJOYING MINOR BOOM IN KAPAN,
INCLUDING POPULAR TV SHOWS OF PRO GAMES AND SALES OF NFLA
FRANCHISED CLOTHING AND OTHER ITEMS. GAMES HAVE BEEN PLAYED
ON SMALL SCALE FOR SOME YEARS BY A FEW COLLEGES AND
AMATEUR GROUPS. MATCH BETWEEN TOP-RANKING U.S. COLLEGE
TEAM AND ANY JAPANESE TEAM WOULD BE GROSSLY ONE-SIDED,
BUT SPONSORS BELIEVE GAMES BETWEEN TWO MAJOR U.S. TEAMS
WOULD ATTRACT WIDESPREAD AND FAVORABLE ATTENTION.

5. EMBASSY STRONGLY SUPPORTS JCTV PROPOSAL, WHICH WOULD
BE EYE-CATCHING US-JAPAN EVENT TO LEAD OZN 1976 AS BI-
CENTENNIAL YEAR. ANYTHING DEPARTMENT COULD DO TO FACIL-
ITATE FAVORABLE DECISION BY NCAA WOULD BE VERY WELCOME.
HODGSON

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